

RHODA JACKSON

Graphic Designer

✉ rhodajackson@email.com

☎ (123) 456-7890

📍 Denver, CO

🌐 LinkedIn

EDUCATION

B.F.A.

Visual Arts

University of Chicago

📅 2012 - 2016

📍 Chicago, IL

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe InDesign

Adobe Premiere Pro

Facebook / Instagram / TikTok

HTML/ CSS

Microsoft Word / PowerPoint

CAREER OBJECTIVE

Experienced graphic designer with 5 years of experience excited to help Yelp expand their social media engagement with captivating video and static assets. Technical expertise and outside-the-box thinking will prove to be a valuable addition to Yelp's creative teams and personal contributions.

WORK EXPERIENCE

Graphic Designer

Mozilla

📅 October 2019 - current

📍 Denver, CO

- Worked with editorial, product marketing, social, and creative teams to design marketing video assets, which improved ad performance by 19%
- Created graphic design standards for motion graphic assets, which improved brand consistency for 6 teams
- Integrated music, voice over, and sound effects to enhance video content
- Designed over 120 static and video assets, utilizing different styles and approaches, nearly all of which were included in public campaign efforts

Graphic Designer

Carta Healthcare

📅 June 2016 - October 2019

📍 Austin, TX

- Collaborated with Marketing, PR, and Social Media teams to design graphics, boosting social engagement by 32%
- Used HTML and CSS to create a mock, highlighting custom graphics for a product that launched to 500+ hospitals
- Designed original graphics for use in a public health campaign, which reached over 80,000
- Mentored and instructed a small team of 6, including junior designers and videographers

Graphic Design Intern

Emanate

📅 June 2015 - August 2015

📍 San Francisco, CA

- Developed concepts and designs for 10 clients, including consumer products, electronics and enterprise technology, utilizing Adobe Photoshop and Illustrator
- Created design elements for and edited PowerPoint presentations given by the CEO to shareholders and the entire 50-person company
- Designed visual content for Facebook and Instagram posts, which, in total, received over 1,600 points of engagement
- Revamped company logo and business cards, boosting brand image